

Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

The Atlantic Grocery Co.
Palatka, Florida

COUNTY AGENTS NOTES.

Evidences of a larger acreage planted to Irish potato this season is constantly being verified as you go from farm to farm and note the preparations which are being made. This increase is largely due to the fact that all reports from the northern growers show the crop up there is rather short both in acreage and yield. This being a fact, growers this season feel reasonably certain of a fair price next spring for their potatoes.

Judging from the reports of farmers, County Agents and others along the East Coast, there is going to be an unusually large acreage planted to cabbage this fall, and much fear is felt for a market as there is likely to be an over production.

The County Fair Committee is still receiving some very fine specimens for exhibition purposes. How about yours?

It is yet not too late to sow fall grain, such as, oats, and rye for winter pasture. Every farmer in the county should not overlook this very important matter.

The community fair will be held at the fair grounds near November 15. A good exhibit is being planned for. No finer spirit of cooperation between the farmers exist anywhere than right there in Holister. If every other community in the county would only do likewise, The farmers of Putnam county could do great things for themselves.

County Agent L. Cantrell reports that he is being kept very busy here of late inoculating the hogs of the farmers and that he has a number of engagements ahead already booked.

CANTRELL GET CORNER BOOTH.

Back From Jacksonville Enthusiastic Over Putnam's Space.

County Agent L. Cantrell has just returned from Jacksonville where he went to make all arrangements for Putnam County's booth during the State Fair. He reports that the State Fair Management are very optimistic over the prospects for the biggest State Fair that has yet been held. A number of new additions have been made in the way of new buildings and yet he was advised that they will be far short of what they started out to do account of labor and supplies. He also states that he was informed that they were short of space for live stock and instructed to advise the people of his county who contemplate to exhibit live stock to make reservations at once as everything is being taken up as fast as they could let it out and that some of it would have to be cared for on the outside on account of sufficient space in the inclosure.

Mr. Cantrell feels that he was very fortunate in securing the booth that he got. He was able to get a corner booth, thereby giving him nearly twice the room that the one gave last year, and he is therefore very enthusiastic over this as he feels that every inch of it is going to be needed and may be more.

A REAL FARM FOR HOGS OR DAIRYING.

120 acres; 80 under hog proof fence and cross fences; 50 under cultivation; flowing well; good five room house and big barn, together with outhouses. In heart of famous East Palatka-Hastings potato belt; 3 miles from East Palatka on brick highway. Ideally situated for livestock, dairying or general farming. Rich, black potato soil. Price \$10,000. Terms. Fred T. Merrill, Palatka, Fla.

POMONA NEWS.

Rev. and Mrs. R. C. Drisko, who have spent the summer in Washington, D. C., and at points in Virginia, are visiting Miss Eccles for a few weeks.

Mrs. Myron Watts has as guests her sister and niece from South Carolina who are thinking of spending the winter here.

Orange shipping has begun, and the packing house will be a busy place for several months. The Sheppard packing house will probably open next week.

J. S. Shepard has returned from a trip to southern part of the state.

M. M. Johnson has sold his place on Lake Echo between Lake Como and Pomona to P. D. Peterson of Tallahassee, and the family is expected soon to take possession. Mr. Johnson will move to Georgia where other members of his family are.

All are invited to attend a Halloween party Friday evening at the home of Mrs. C. C. Middleton, beginning at 7:30 o'clock. The affair is given by the C. E. society who desire the guests to come dressed as guests or in tacky costume, and a pleasant time is promised to both old and young.

SISCO, NEWS NOTES.

Mrs. Randall Wells and Mrs. J. D. Buky of Palatka were visiting Mrs. J. E. Wells recently.

Among those visiting Palatka this week were: Mrs. Head and her daughter, Miss Mildred Head, J. E. Wells, T. E. Scaff and C. C. Alvers.

Mr. Harper of Welaka was a recent guest of Mr. J. E. Wells.

Mr. and Mrs. Mew and family and Mrs. Hayes and family of Pomona, were calling on friends in town Sunday.

The farmers of this section have begun digging sweet potatoes and report a good crop.

The young people of Sisco met with Miss Mildred Head, Wednesday evening and spent a very enjoyable time playing games.

H. N. Hancock and son Nelson, of Frances, were visiting at the home of Mrs. Head, Sunday.

HIGHWAY BRIDGE GONE.

One Span of Structure Near Crystal Springs Has Gone Down.

CRYSTAL SPRINGS, Oct. 30.—(Special).—One span of the Hillsborough river bridge on the national highway near the springs has gone down, and as a result travel over the highway between this place and Zephyrhills and Dade City is closed. There are two other routes open, and both are being used by automobile and other travelers. One leads east across the Seaboard railway at the station here, turning north at the first turn east of the railroad, and following at some distance along the east side of the railway to Zephyrhills. The second route follows along the west side of the railroad to the old sawmill site at the pond, then turns to the northwest and enters the Hillsborough river hammock at what is known as the Main street road, turns to the left at the first turn beyond the river, then a half mile to the west turns north at the first turn and follows the main trail to the national highway near the A. B. Geiger farm, a couple of miles south of Zephyrhills.

SPECIALIST LOCATES HERE.

Dr. C. Wade Page, eye, ears, nose and throat specialist will open offices in the State Bank Building on November 1.

READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning field is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depend, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	15c
Per month	-	50c
Three months	-	\$1.50
Six months	-	2.75
One year	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

THE PALATKA NEWS,
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

Very truly,

Name.....

Street.....

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